

# *Certificate of Participation*

**Sheng-Fang CHOU, Jeou-Shyan HORNG ,  
Chih-Hsing LIU, Tai-Yi YU, Kuo-Wei CHEN**  
(The Implementation And Hurdles Of Big Data In Sustainable Marketing For Restaurant Enterprises)

*In Recognition of Contribution to APTA 2023,  
the Asia Pacific Tourism Association Annual Conference*



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Chairman of Board

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**Chien-Pang LIN, Chimei WU,  
Chin-Shui LO, Chia-Ching LIN**

**(Understanding The Interactions Of Pilgrimage Motivations: Sacred Versus Secular)**

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**Jie CAO, Jing LIU, Fu-Chieh HSU**

**(Embracing Outdoor Recreation In The Post-Covid Era: The Overlooked Potential Of Picnics)**

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**Jiyoung YOON, Sooyeon LEE, Hyobeen AN**  
(Establishing A Risk Priority In Franchise Restaurants: Focusing On Applying Fuzzy-Fmea)

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**Ting ZHU, Shan-Lin HUANG, Yunhan WANG**  
(Explore The Development Strategy Of The Night-Economy An Empirical Study Of Xiamen City)

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**Won Wi MOON, Sunny HAM**

**(BBQ At The Campsite, Is It Really Safe? Investigation Of Food And Beverage Use And Compliance  
With Hygiene And Safety During Camping)**

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**Chih-Ching TENG,  
Ching Man LI, Ya-Jen CHENG**

**(How Resilient Leadership Affects Hotel Employees' Calling And Task Cohesion During Covid-19)**

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**Chueh CHIH, Chih-Ching TENG,  
Ching LI**

**(Revisiting Managerial Competencies Of Hotel Managers After Covid-19: A Systematic Review)**

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